



AMY S. HILLIARD

Founder/President/CEO of ComfortCake Company, LLC

In recent years, Amy S. Hilliard has had both business and personal breakthroughs, all inside her home kitchen. First, she perfected her trademark ComfortCake. Her company has grown and moved out of the kitchen, and now produces the made-from-scratch pound cake for mass distribution. With 20 years of corporate marketing under her belt, Hilliard launched ComfortCake in 2001 and has successfully marketed her Southern-style confection to supermarkets, schools and convenience stores. Her first customer, United Airlines, ordered 500,000 pre-packaged slices. ComfortCake is now nationally distributed through Walgreens, Hilliard's Chicago kitchen is also the gathering place for her family. She recalls bringing home ComfortCake's year-end financial reports, which she spread out in her kitchen. As son Nicholas (right), now 15, watched and listened intently, Hilliard explained balance sheets and costs of goods to him. "I said, 'This is comfort cake,'" recalls Hilliard, a graduate of Howard University and Harvard Business School. "He sat down on that floor and studied those numbers. To me, that was one of the key moments of being a CEO and a mom—being able to teach my children about business on the floor of my kitchen. They are also growing up and seeing a different option for themselves. That is really important." Hilliard and her former husband also have a daughter, Angelica, 18, who wrote the company's trademarked tagline, "Pound cake so good it feels like a bug." Hilliard recently remarried. Her company employs full-time and part-time employees, and contracts three bakeries to produce her products. But the busy mom finds time to do even more. She was elected to the board of directors of the National Association of the Specialty Food Trade in 2004, and she sits on the African-American Advisory Board of PepsiCo. With all of her activities—running her company and marketing consulting business, rearing her children and attending nonstop meetings—Hilliard is definitely a mom on the go.



May 2005

EBONY